

CAR SHARING OVERVIEW

For the Washington State Transportation
Commission

11.18.2008



zipcar[®]
wheels when you want them



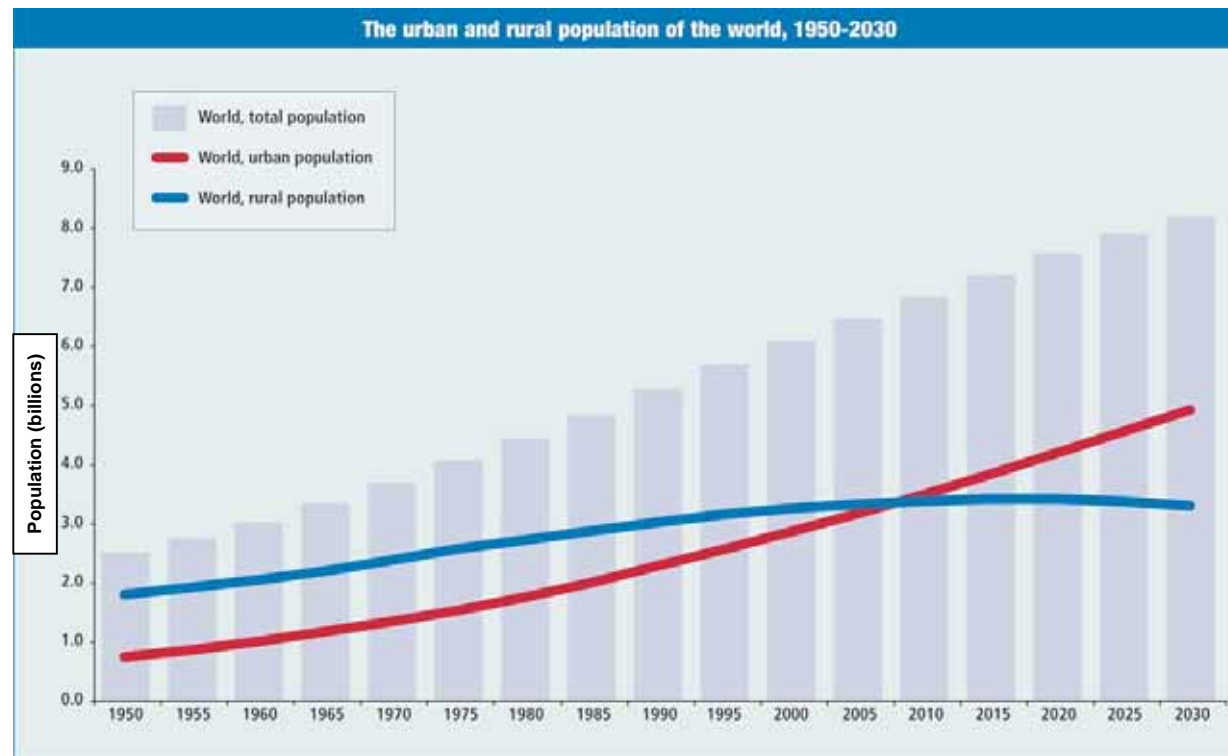
Points to Cover

- Introduction to car sharing and Zipcar
- The benefits of car sharing
- Car sharing and the ferry system: some initial thoughts



Global Trends - Urbanization

- Increased % of world population living in cities
- All cities growing becoming more dense
- More younger families staying
- Aging population moving back



Source: Department of Economic and Social Affairs



Global Trends - City Livability/Affordability

- All major cities are wrestling with issues around livability
 - Congestion, lack of parking, green space
- ...and are becoming more innovative in their solutions
- Cost of living in cities increasing dramatically
 - Approximately 19% of household income spent on transportation

Paris



London



Global Trends - Sustainability

- At the same time, there are broader concerns about sustainability of the earth's resources
- Cities, urban developers and consumers are increasingly promoting efforts to do their part



Hearst Tower, NYC



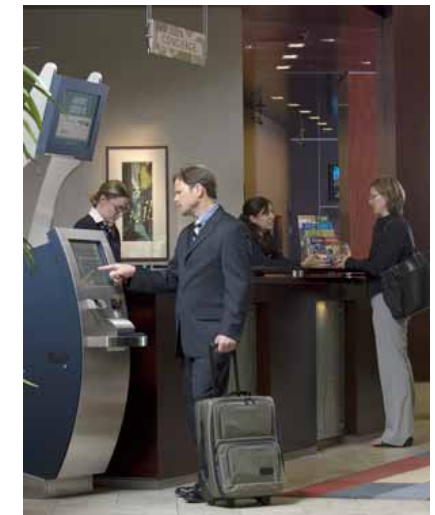
Global Trends - Gas Prices

- The price of gas is increasingly volatile, yet way above historical norms. People are thinking differently about total cost of car ownership
- The high cost of long commutes will cause further concentration of the urban centers and increased use of transit



Global Trends – Consumption Behavior Shifts

- Self service
- Pay-per-use
- Hyper local
- Share/access vs. owning



An unprecedented confluence of global trends...

High gas prices



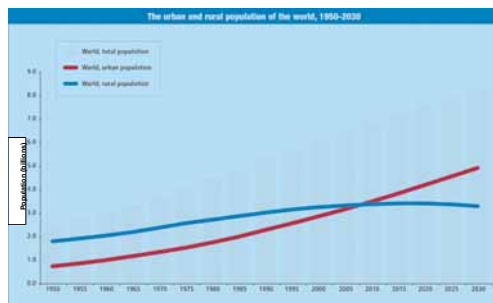
Self Service/Pay per Use



Sustainability



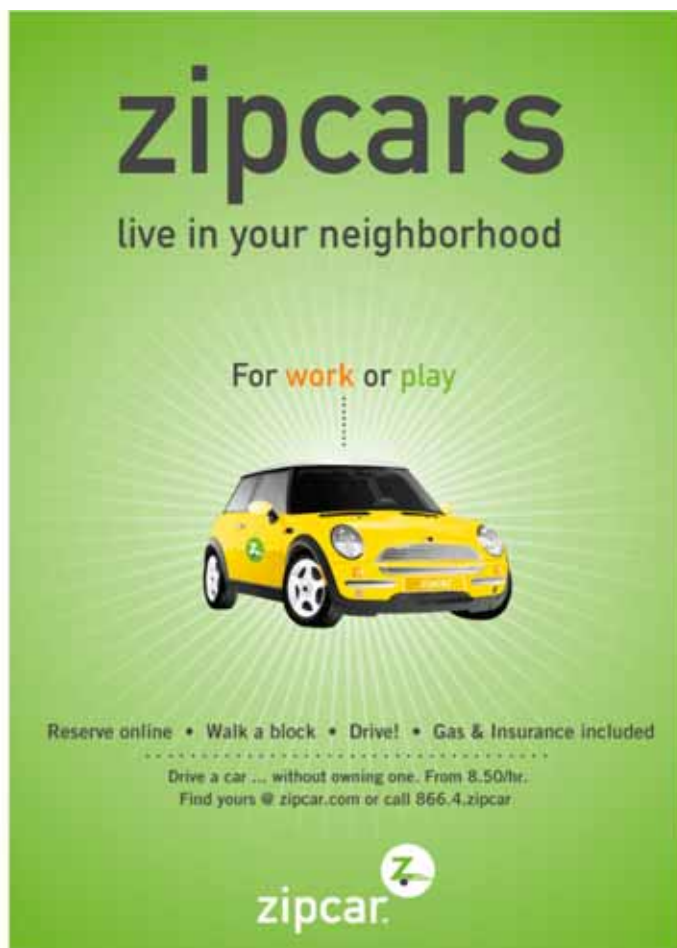
Urbanization



City Livability



Car sharing (kar shar-ing); *def.* An alternative to car ownership



- Convenient, on-demand access to a private vehicle
- Used for short term trips
- Self-service access, vehicles parked near home and work
- Simple hourly fee includes gas, insurance, parking, cleaning and maintenance.



Zipcar Cities

Atlanta	Philadelphia	Seattle
Boston	Pittsburgh	Toronto
Chicago	Portland	Vancouver
London	San Francisco	Washington DC
New York		

13 Million people within a 10 minute walk

13 Major metro markets

100 + Universities

250,000+ Active Members

5,500 Vehicles



How does Zipcar work?



Join >>

Prospects join at zipcar.com and choose from several plans.



Reserve >>

Members reserve online or over the phone. At the time of the reservation a wireless signal is sent to the Zipcar.



Unlock >>

When members arrive at the zipcar, their zipcard identifies them and unlocks the door.



Drive! >>

When done, they just return the car to its spot and walk away. Fuel, insurance, congestion charge and reserved parking are all included.



Our Value Proposition

*Cars on demand by the hour or by the day,
including gas, parking, insurance*

Savings

Zipcar is an obvious economic win for members - a lower cost alternative than owning or using rental for a day

Cool and convenient

20 exciting/fun makes and models, parked around the corner with 24X7 access

Easy to use

Our member experience is reliable, simple and keeps getting better – like getting cash from an ATM



Enabling simple and responsible urban living

- Each Zipcar takes over 15 personally-owned cars off the road
- Far less fuel and emissions in high-efficiency Zipcar vehicles
- Members who defer/eliminate personal car ownership save money that adds to other spending in the local economy (\$435 per member per month)
- People walk, bike and use public transportation more – and drive less
 - A 14% increase in public transit trips
 - A 10% increase in bicycling trips
 - A 26% increase in walking trips
 - A 50% drop in vehicle miles traveled (VMT)



Our Vision for the Future

We envision a future where car sharing members outnumber car owners in major cities around the globe.



Census Tract Adoption

Cities organized into zones comprised of multiple census tracts

- 5-25 cars per tract/neighborhood
- 40-50 members/car



Zipcar membership exceeds 15% in select neighborhoods

Potential to reach 4-5 million car sharing users in top US cities



Quantifying the Impact of Car sharing

- Reduces Vehicle Miles Traveled, Reduces Carbon Emissions
 - After joining, North American Zipcar members drove an average of 2,500 miles fewer than when they owned their own vehicle.
 - Each Zipcar member consumes approximately 100 gallons of gasoline less than when they owned their own vehicle, resulting in significant oil conservation.
 - Considering fuel savings, in 2008 North American car sharing members will prevent more than 215,000 tons of carbon emissions.



Quantifying the Impact of Car sharing

- Increases Use of Mass Transit
 - Members of Zipcar and car sharing programs report a 46% increase in public transit trips, a 10% increase in bicycling trips and a 26% increase in walking trips.
 - 46% of Zipcar members surveyed agreed or strongly agreed that they use public transit more often since joining the service.



Quantifying the Impact of Car sharing

- Relieves Congestion, Reduces Need for Parking
 - Each Zipcar takes more than 15 personally owned vehicles off the road. An independent study confirms this finding, calculating that 14.9 private cars are taken off the road for each car-sharing vehicle.
 - Recent surveys indicate that more than 65% of members would have kept their vehicle, or would have purchased a primary or secondary vehicle, if Zipcar did not exist. To date, Zipcar estimates it has taken more than 90,000 vehicles off the road.
 - Since each Zipcar takes approximately 15 cars off the road, fewer land and financial resources are needed to provide parking infrastructure.
 - North American car sharing programs average 24 members to every vehicle, reducing the overall number of cars on the road and decreasing the need for parking.



The Car Sharing Impact

- Reducing car ownership and VMTs ...
 - Nearly 70% of Seattle car sharing members either got rid of a car or halted a decision to purchase a vehicle.
 - 50% of Seattle members said joining car sharing led them to increase their use of public transit
 - After joining, each member decreased VMT by an average of 2,500 miles per year.
 - Each Zipcar replaces 15-20 privately owned cars

In 2008, Seattle car sharing users will save 900,000 gallons of gas and 8 thousand tons of carbon!*



Car sharing is a proven, low-cost partner; helping to reduce commuter trips and VMT's

Synergistic Relationships



Enables car-free crossings and supports walk-ons



Cross Marketing



Strengthens CTR



Preserves car-free lifestyles



Real alternative to car ownership



Partnership History Began in Seattle

- Operating in Seattle since 2000 as Flexcar; merged with Zipcar in 2007
- Founded in partnership with King County Metro
- Zipcar operating transit partnerships in nearly every city (CTA, WMATA, MBTA, SEPTA)
- City fleet contracts with Philadelphia, Portland, others
- 14,000 members sharing nearly 250 vehicles



Supports CTR and Smart Business

- Complements employer-sponsored bus passes
 - Zipcar enables bus riders to ride the bus even when they need a car for mid-day appointments.
- Enables businesses to reduce/eliminate private fleet and rely on car share vehicles
 - Puget Sound Clean Air Agency
 - PEMCO
 - Safeco
 - URS
 - Perkins Coie



Growth and Enhancement

- Encourage car sharing through smart policy
 - Business/agency incentives for reducing fleet and using car sharing
 - Commute trip reduction incentives
- Accelerate demand by improving awareness
 - Provide on-street parking
 - Include car sharing as part of state and local government outreach
 - Incentives for college student populations
- Reduce tax burden on car sharing members
 - Eliminate rental car tax for car sharing users
 - Car sharing users are *local* residents trying to be part of a solution



Imagine Seattle in 2020



With 35,000 fewer cars

53,000 drivers
sharing 1,200 cars

Annual reduction of 130
million VMT *

Annually saving 42
thousand tons of carbon
emissions*



* Based on EPA estimate: 27 MPG

* Based on EPA estimate: 1 gallon of fuel consumed produces 19.4 lbs. of carbon

zipcar®

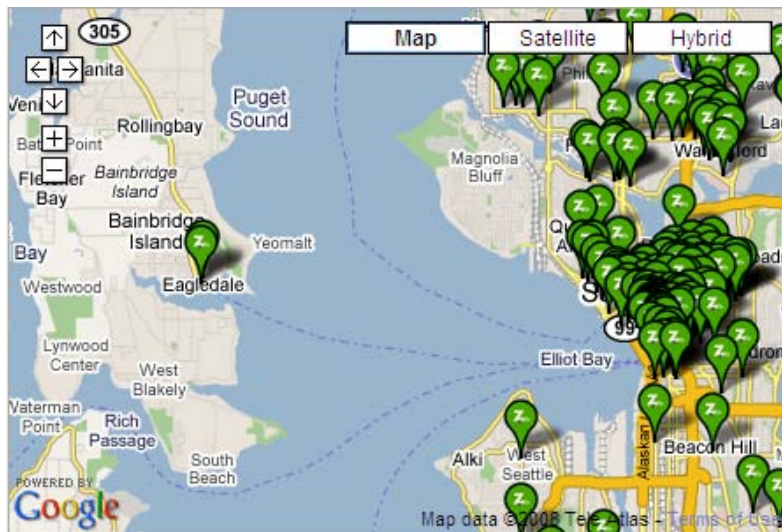
Car sharing and WA State Ferries

- Car sharing works best when paired with public transit (i.e. bus, train, ferry system).
 - Walk-on ferry riders can significantly reduce their costs associated with parking, gas, and tolls when using car share vehicles at ferry docking locations
 - Less drive-on vehicles can reduce congestion, pollution, and delays during loading.
 - Loading time and delays are reduced with less vehicle traffic



Bainbridge Island - Seattle

- Car share vehicles on Bainbridge Island benefit commuters to Seattle and visitors to the Olympic Peninsula
 - Kitsap County residents can leave their car at home while accessing a Zipcar in Seattle for work or personal trips
 - Zipcars at the Bainbridge Island Ferry Terminal provide savings and convenience to members visiting the Olympic Peninsula



Car sharing considerations – San Juan Islands

- Car sharing vehicles at ferry docking locations can reduce operation costs and loading delay times for the WA State Ferries.
- Car sharing must be convenient for members in order to be successful - usage and membership growth drives results
- Savings for ferry riders must outweigh the cost of transporting a car back by ferry (for Island County residents and/or visitors to the San Juans)



Zipcar



*A mind once stretched by a new idea
never regains its original dimensions*

-- Oliver Wendell Holmes

